



Postal Regulatory Commission
901 New York Avenue, NW, Suite 200
Washington, DC 20268

RE: Docket No. RM2017-3

Dear Commissioners:

We join the Alliance of Nonprofit Mailers, The Nonprofit Alliance and the Direct Marketing Association of Washington, DC in urging you to reconsider your latest proposal which will dramatically increase postage rates, severely impacting nonprofit mailers' ability to raise funds to support their missions.

We are a direct mail production management company which has served nonprofit organizations and their fundraising agencies for over 22 years. Our clients rely on the mail for the vast majority of their fundraising, but they operate on a limited, fixed fundraising budget each year.

If postage costs increase as much as you are proposing – in the range of 28% to 40% or more over five years – our nonprofit clients will have to drastically reduce their mailing volumes or even abandon the mail channel altogether. This scenario would have a disastrous impact on their revenue and their missions.

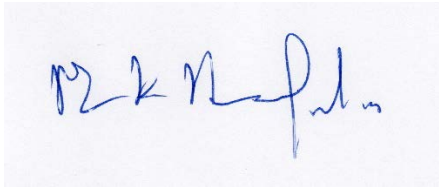
Our clients include some of the nation's leading nonprofits in the environmental, social services and humanitarian sectors – making a huge difference in the United States and worldwide – helping vulnerable people in dire circumstances, saving lives in conflict and disaster zones, and protecting endangered animals and their habitats, among other worthy missions.

These organizations rely heavily on the revenue streams from their direct mail programs – in many cases it is the primary fundraising source to support the tremendous work they do. The proposed postage increases will have a catastrophic impact on our clients' work: fewer

vulnerable people helped, fewer lives saved, and missed opportunities to protect our planet and wildlife.

Please reconsider your proposal and preserve the CPI-capped rates. Thank you.

Sincerely,

A handwritten signature in blue ink, appearing to read "Chip Heartfield", is shown on a light blue background.

Chip Heartfield
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